

# New Order

**Agency:** American Media & Advocacy Group  
**Office:** Alexandria  
**Client:** 935 - Miyares for Virginia  
**Product:** 1568 - 2021  
**Piggyback Product:**  
**Estimate:** 13984 - TV Oct29 - Nov 1 ADD

**Station:** WJLA-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Received in ePort:** 10/28/2021 5:32:58 PM

**Flight Start:** 10/29/2021  
**Flight End:** 11/01/2021  
**Hiatus:**

**Primary Demo:** A35-64  
**Demo 2:**  
**Demo 3:**  
**GRP:** 8.83  
**CPP:** \$1,220.27  
**GIMP:** 0  
**CPM:** \$0.00  
**Comments:** Separation: 30

**Local/National:** Local  
**Rep Office:** WJLA-TV  
**AE:** Mark Afshar - Manager  
**Phone:**  
**OrderID:** 11087167  
**Status:** Forwarding in Progress

**Airtime Dollars:** \$10,775.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$10,775.00  
**Total Spots:** 8

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len					Total Spots	A35-64			
						10/29	10/30	10/31	11/1		Rtg	CPP	Imp	CPM
1	FMTuWTh 7A-8A GOOD MORNING AMERICA 7A	EM	\$1,600.00	C	30	0	0	0	1	1	1.25	\$1,280.00		
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN AMR-ABC Mo-Fr 7:00a-9:00a IN LPNov/2020LS ON WJLA.														
2	M 8P-10P DANCING WITH THE STARS	PT	\$3,900.00	C	30	0	0	0	1	1	2.60	\$1,500.00		
4Q21 (sell)														
3	M 10P-11P THE GOOD DOCTOR	PT	\$2,000.00	C	30	0	0	0	1	1	2.00	\$1,000.00		
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD DOCTR-ABC Mon 10:00p-11:00p IN LPNov/2020LS ON WJLA.														
4	Sa 8A-9A GMW SAT 8-9A	EM	\$325.00	C	30	0	1	0	0	1	0.51	\$637.25		
4Q21 (sell)														
5	Sa 9A-10A GMA SAT 9-10A	EM	\$400.00	C	30	0	1	0	0	1	0.56	\$714.29		
4Q21 (sell)														
6	Su 7:30A-8A GOOD MORNING WASHINGTON SUN	EM	\$100.00	C	30	0	0	1	0	1	0.14	\$714.29		

## New Order (Page 2)

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<b>Product:</b>	1568 - 2021
<b>Flight End:</b>	11/01/2021

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len					Total Spots	A35-64			
						10/29	10/30	10/31	11/1		Rtg	CPP	Imp	CPM
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD MRN WA-SU Sun 7:30a-8:00a IN LPNov/2020LS ON WJLA.														
7	Su 8A-9A GMA-SUN	EM	\$450.00	C	30	0	0	1	0	1	0.52	\$865.38		
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SUN-ABC Sun 8:00a-9:00a IN LPNov/2020LS ON WJLA.														
8	Su 7P-8P AMERICA'S FUNNIEST HOME VIDEOS	PT	\$2,000.00	C	30	0	0	1	0	1	1.25	\$1,600.00		
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF AM FUN-7PM-ABC Sun 7:00p-8:00p IN LPNov/2020LS ON WJLA.														
Total Spots:						0	2	3	3					
Total GRP:						0.0	1.1	1.9	5.9					
Cash\$ - Spots: \$10,775.00 - 8    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$10,775.00    Total GRP - CPP: 8.8 - \$1,220.27    Total GIMP(000) - CPM: 0 - \$0.00														